

AIDAN SMITH

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WORK EXPERIENCE

Smiley 1972/ Smiley Coffee

Sales Associate / Barista

August 2025 - Present

New York City, NY

Provide operational support to a newly opened high-volume clothing business and cafe in merchandise sales, floor oversight, and customer service.

- Developed and implemented an organizational system for receiving shipments of clothing and supplies for employee access between the café floor and storage area, resulting in a streamlined workflow.
- Manage vendor relationships, inventory of supplies and products, and merchandising for both the branded retail line and cafe products.
- Developed proficiency in the utilization of Square point of sale register to accurately record and ring up hundreds of customer orders daily.
- Collaborate with team members to provide exceptional customer experience, meeting quality standards.

American Eagle Outfitters

Corporate Merchandise Assistant: Sweaters & Fleece

February 2025 - August 2025

New York City, NY

Supported a team of merchants to develop product strategies that aligned current and upcoming clothing assortments with financial targets for an apparel brand valued at \$1.75 billion.

- Utilized Product Lifecycle Management software to issue purchase orders for thousands of units of inventory for the United States, Canada, and online stores.
- Worked jointly with cross-functional teams, ensuring products were up to standard, merchandising plans met budget goals, and any miscellaneous issues were addressed.
- Coordinated and communicated with international vendors to ensure merchandise samples of new products arrived on a timely basis and order accuracy.
- Created and presented to leadership a weekly analysis of the prior week's sales recap, including an overview of current customer buying patterns and comparisons to years prior.
- Assisted with competitive store visits, recording key findings on merchandising strategies and product offerings.

American Society of Clinical Pathology (ASCP)

User Experience Intern

July 2024 - January 2025

Chicago, IL

Collaborated with design and technical teams on the development and implementation of ASCP's website renovation overhaul.

- Participated in a complete redesign project of the ASCP home website and Pathology Learning websites.
- Utilized Figma to create and organize wireframes for website updates and to structure new features.
- Updated frontend and backend of the main ASCP website using Sitefinity to improve user experience.
- Assisted in organizing and transferring available courses on a new ASCP shop using Microsoft Excel.

TravisMathew

Merchandise Intern

June 2023 - August 2023

Huntington Beach, CA

Assisted the merchandise division of a major athleisure brand through extensive documentation of prototype reviews and organization of company's systems and product samples.

- Reviewed and organized showroom samples for the Fall/Winter 2024 collection to ensure a cohesive presentation for leadership review and approval.
- Curated and organized hundreds of lab dips, maintaining precise color references for seasonal collections and design development.
- Tracked and organized design feedback and fit adjustments from prototype and fit review meetings to

support sample accuracy.

- Delivered an End-of-Internship presentation to the merchandise team, proposing strategies to enhance prototype review efficiency through employee software training and workflow improvements.

FØREAL (www.foreal.world)

June 2021 - Present

Co-Founder, Creative Director

Munster, IN

Founded, oversaw, and developed a clothing company along with my fellow co-founder through overall creative direction and business operations. Design, market, and merchandise clothing, accessories, and books through Shopify.

- Create and design roll-outs of clothing collections as director, designer, and head of production.
- Direct photo and video shoots for advertisement campaigns to generate interest in new releases.
- Oversaw the design, creation, and direction of our 50-page magazine commemorating the one-year anniversary of the company.
- Collaborate regularly and efficiently with my co-founder to create new products, brainstorm advertisement ideas, and revise funding plans.
- Manage and fulfill hundreds of customer orders, deliveries, and returns.
- Design and maintain a company website using Shopify to deliver customers with a simple, streamlined shopping experience that also reflects the image of the brand.
- Expanded our customer reach by hosting and facilitating a local music festival to help promote the brand and strengthen the community.

EDUCATION

Indiana University

August 2020 - May 2024

B.S.: Informatics, with Distinction | Minor: Human Centered Computing

Bloomington, IN

Cognate: Graphic Design

- GPA: 3.77 / 4.0 | 4x Dean's List (Fall 2020, Spring 2022, Fall 2022, Spring 2023).
- College Bound Scholarship Recipient - Maintained 3.0+ GPA and 40 annual summer volunteer hours.
- Indiana Dance Marathon Fundraiser - Merchandise & Apparel Committee Member.
- WIUX Student Radio Host - Hosted a show of curated music once a week that followed FCC guidelines.

SKILLS AND INTERESTS

- **Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Excel, Microsoft Word, PLM, Figma, Miro
- **Programming:** Python, HTML, CSS, SQL, JavaScript, Git
- **Interests:** Music, Film Photography, Swimming, Traveling, Hiking